

Social Media Critical for Small Business

First, 96% of survey participants use social media marketing, and 92% of those agree or strongly agree with the phrase, ^{29/11} Social media marketing is important for my business. ^{29/11} Keep in mind that participants self-selected from a pool of over 300,000, and therefore are [automatic instagram likes](#) probably more interested in social media marketing than people who did not respond. The last step is the most critical: Measure and analyze your results. Tracking performance data is the best way to identify which tactics are working and which aren't. ^{29/11} A few things to watch are growth, engagement and sharing. Most social media networks have tools you can use to track and measure your performance. Google Analytics is a popular and easy-to-use option for monitoring traffic and interactions on your website or blog. Keep track of which social media channels are driving the most traffic to your site. Sprout Social creates easy-to-understand social media reports that can help you evaluate your social media performance. You can even compare your success to your competitors. ^{29/11} When using social media for your startup or small business, the most important thing to remember is that social media is a marathon, not a sprint. Use this social media guide to start your social marketing efforts. Define your audience and choose the best platform to reach them. Do your research, integrate your social media icons and links, share your (and others ^{29/11}) content and keep track of how things are going. Follow those steps and you ^{29/11} will be positioned for success! What do you think? [ways to get more likes on instagram](#) What tools do you use to reach your target audience? What challenges have you had to overcome? Do you have tips to share? Tell us your thoughts so we can learn together! To stay on top of your social media plan, review your metric reports regularly (at least once a week). Every 2 or 3 months, step back and evaluate the big picture. Make adjustments for anything not working,



Create Your Daily Plan

With a steady stream of content in the pipeline, you're primed to post and engage on social media. Make a list of the activities you plan to do every day. For example, comment on and/or link content on three different Facebook pages. On Twitter, tweet and retweet 3-5 times per day [how to get instagram likes](#) (you can schedule these). If you're using Pinterest, pin and repin 3-5 images per day. If LinkedIn is the best platform for your audience, share a link and like other people's links. When you're comfortable with those daily activities, join groups and communities to target specific demographics. Initiate and participate in more conversations by asking questions and posting comments to updates by others. Continue to personalize your brand by welcoming new followers and thanking them for sharing your content or offering a compliment. Above all, be intentional about your social activities. Success isn't about chance, it's about strategy and tactics. Sysomos is a social media business intelligence tool, monitoring social networks, blogs, and forums to analyze how brand and products are portrayed in them. Recommended for large enterprises needing a comprehensive listening solution. Although the most robust platforms are the ones with every kind of tool imaginable, they might seem like the best, that's not always the case. Tool selection should be entirely dependent on the unique needs of your organization. What social media marketing dashboards, software and management tools from the list above have you tested or used? Reviews, observations, insights and questions are greatly appreciated! Obviously, tools are only as good as the expertise of the people using them. TopRank Marketing is always interested in helping companies [instagram likes and followers](#) develop their social media marketing strategy and as part of our consulting services, we can help identify the right tools for implementing a successful social media marketing program. If there is an enterprise level tool dedicated to social media marketing management that you feel we've left out, please be sure to share it in the comments.

Boost Results With Social Advertising

If you want to accelerate your social media performance, it's worth your time to explore paid advertising options. Facebook offers a robust number of advertising solutions to help garner more sales, website traffic, brand exposure and audience engagement. LinkedIn [buy fast instagram likes](#) also offers opportunities to reach specific audiences. You can buy advertising or use the sponsored updates feature to increase your brand's visibility. SocialFlow is a social media management platform that handles content publishing schedules, goal-

oriented social advertising, and intelligent reporting and licensing. Recommended for mid-size enterprises. Engagor is an enterprise class social media management solution, which enables posting and scheduling on every major social network, real-time monitoring, team performance tracking, legal compliance assurance,²⁹ and analytics. Recommended for mid-size enterprises. Falcon Social includes the usual social media management features, along with team tracking and permissions, competitor listening, and more. Designed for large enterprises. ViralHeat is a content marketing and social media management platform, supporting digital marketers with social media monitoring, publishing, analytics, content intelligence, and reporting. Conversocial is a Cloud-based solution for managing social media customer support across multiple networks through multiple teams as part of a larger customer service channel. Recommended for mid-size enterprises needing a solid social media customer service tool. Even if your budget is small, don't³⁰ dismiss [cheapest instagram likes](#) social advertising. Used strategically it can produce great results. If Twitter is one of your main platforms, you have two advertising solutions: promoted content and promoted accounts. Promoted content helps you cut through the noise and serve your content to tailored audiences. Promoted accounts help increase the size of your Twitter following.